

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

January 29, 2014

Call to Order and Roll Call

The twelfth meeting of the Education and Outreach Subcommittee was held on Wednesday, January 29, 2014, at 10:00 a.m. in Conference Room 12C at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 10:05 a.m., and the Secretary called the roll.

Subcommittee Members Present: Tihisha Rawlins, Chair; Katie Carter; Susan Dunlap; Malea Hoepf Young; Regan Hunt; Rich Seckel; Bill Wagner (by phone); Kathy Wheeler (by phone); and Marcus Woodward. Gabriela Alcalde, David Allgood, Julia Costich, Patty Gregory, and Tina McCormick were not present at the meeting.

Staff Present: Jean Kingle and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the November 26, 2013, meeting, as amended, seconded, and approved by voice vote.

Update on Enrollment Metrics

Jean Kingle, Division Director, KHBE, informed the subcommittee members that over 188,000 were enrolled in health coverage through kynect, and that the numbers were increasing rapidly. Between 70 to 80 percent of the enrollees were Medicaid, and 44 percent of the total were under 35 years of age. Additionally, 1,336 businesses have started applications, and of those, 537 businesses have completed their applications.

Year-to-date, the call center has received 523,640 calls to the Interactive Voice Response (IVR) system. About half of those calls, or 259,000, have requested to speak to a customer service representative (CSR). An additional 35,000 calls have been placed to the professional support line.

The wait time on the professional support line is an estimated 15 minutes. The Tier 2 call center at KHBE has experienced wait times as high as 45 minutes with six staff members answering calls. Three additional staff members are currently being trained to assist with call volume. Customers calling the main call center can expect to remain on hold for an average of one hour, but the call center is increasing its number of CSRs to almost 300 in February.

Update on 2014 Education and Outreach Program

The subcommittee members were provided information from Doe-Anderson, the KHBE marketing and advertising vendor, about the creative strategy in the first quarter of 2014. Highlights include the Louisville Kids Fair to be held on March 8 and 9, 2014; events on March

1 and 22 to be held in shopping malls in areas in Paducah, Florence and Bowling Green with low rates of enrollment; the Louisville Urban League Career Expo will be an enrollment event on March 19, and Sign-up Saturday on March 15, with kynectors in place at local libraries in all 120 counties to do onsite enrollments.

Update on kynector Program

Anne Peak, Social Services Planner, Kentuckiana Regional Planning and Development Agency (KIPDA), and PaKou Her, kynector Program Administrative Assistant, KIPDA, briefed the subcommittee on the ongoing efforts of KIPDA as the kynector entity for Region 3. KIPDA has hosted several enrollment events which have resulted in the agency designing revised policies and procedures to better alert clients of upcoming events and informing consumers how they may follow up with KIPDA kynectors to complete enrollments. KIPDA has also translated four of the eight kynect fact sheets into Vietnamese, to better assist that community. The agency is, trying to locate free or reduced cost interpreters to use at large enrollment events.

Rob Jones, Executive Director, Community Action Kentucky (CAK), informed the subcommittee members about the agency's activities in Regions 1, 2, 4, 5, 6, and 7. CAK now has 119 certified kynectors and has averaged 30 events per region over the past month. The agency has partnered with the Head Start program and numerous hospitals and clinics in the regions to help drive applications and has enrolled 6,400 citizens, of which 80 percent are Medicaid.

Lindsay Nelson, State Coordinator for Outreach and Enrollment, Kentucky Primary Care Association (KYPCA), updated the subcommittee on her organization's efforts in Region 8 to reach individuals in public areas such as restaurants and sporting events, prior to the individuals departing to more rural areas. KYPCA has partnered with six agencies, five providers, and one legal aid agency to assist in reaching their target population. The agency is utilizing Enroll America's database to identify areas with the highest rate of uninsured individuals. KYPCA estimates that 74 percent of its enrollees have been enrolled in Medicaid.

New Business

The next meeting of the subcommittee is scheduled for February 26, 2014, 12:30 p.m., at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 11:45 a.m.